

| Per Pub Analysis | 10 Minute WT Catchment | 20 Minute WT Catchment | 20 Minute DT Catchment |
|------------------|------------------------|------------------------|------------------------|
|------------------|------------------------|------------------------|------------------------|

| | | | |
|--|-------|-------|---------|
| Number of Pubs | 9 | 32 | 194 |
| Catchment Adults 18+ | 5,820 | 9,841 | 173,655 |
| Catchment Adults 18+ Per Pub | 647 | 308 | 895 |
| Populaton Projection 2018 to 2028 (% change) | 7.31% | 6.53% | 6.59% |

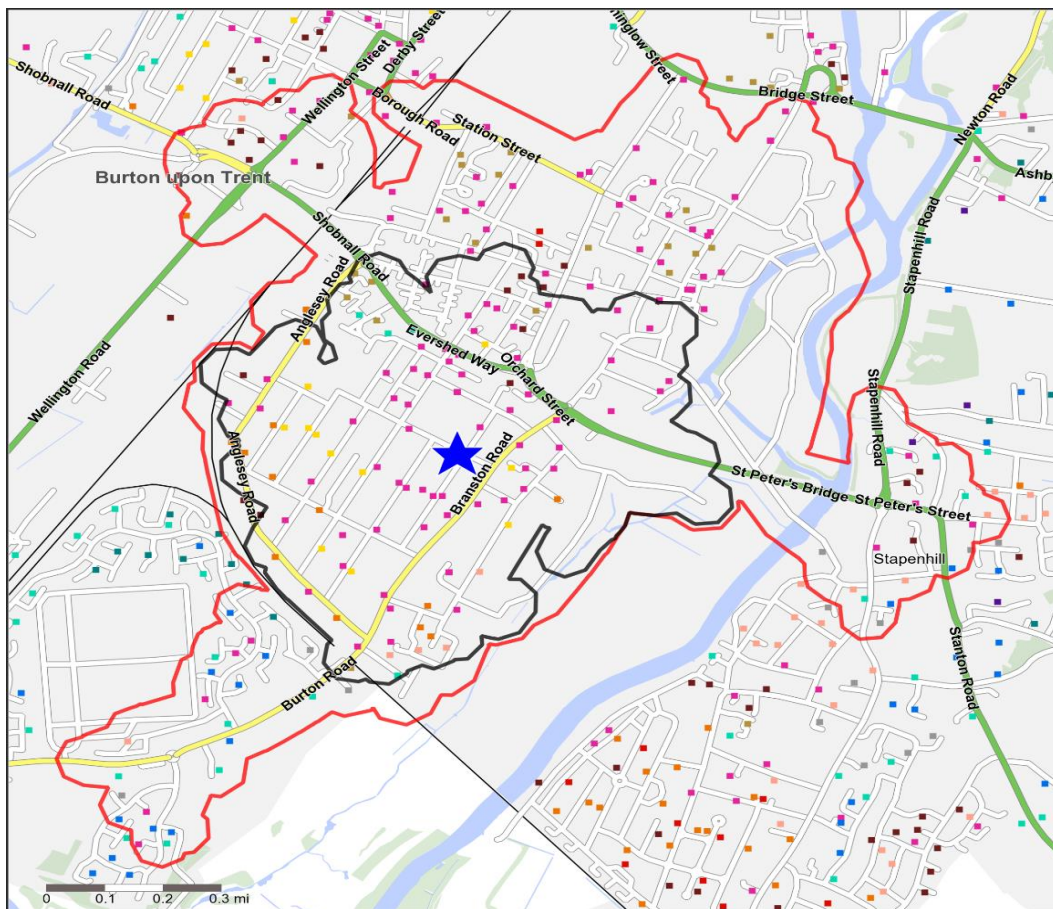
| | | 10 Minute Walktime | | | | | 20 Minute Walktime | | | | | 20 Minute Drivetime | | |
|------|----------------------|--------------------|-----------------|-------|------|----------------------|--------------------|-----------------|-------|------|----------------------|---------------------|-----------------|-------|
| Rank | Type | Target Customers | % of Population | Index | Rank | Type | Target Customers | % of Population | Index | Rank | Type | Target Customers | % of Population | Index |
| 1 | High Street Pub | 4,787 | 82.3 | 159 | 1 | High Street Pub | 8,370 | 85.1 | 164 | 1 | High Street Pub | 115,004 | 66.2 | 128 |
| 2 | Community Pub | 4,582 | 78.7 | 169 | 2 | Community Pub | 8,137 | 82.7 | 177 | 2 | Premium Local | 100,228 | 57.7 | 124 |
| 3 | Circuit Bar | 404 | 6.9 | 11 | 3 | Circuit Bar | 1,337 | 13.6 | 22 | 3 | Community Pub | 84,665 | 48.8 | 77 |
| 4 | Bit of Style | 356 | 6.1 | 47 | 4 | Premium Local | 1,236 | 12.6 | 97 | 4 | Great Pub Great Food | 76,212 | 43.9 | 339 |
| 5 | Premium Local | 227 | 3.9 | 10 | 5 | Bit of Style | 1,058 | 10.8 | 27 | 5 | Bit of Style | 41,816 | 24.1 | 60 |
| 6 | Craft Led | 158 | 2.7 | 10 | 6 | Craft Led | 598 | 6.1 | 23 | 6 | Circuit Bar | 21,505 | 12.4 | 46 |
| 7 | Great Pub Great Food | 98 | 1.7 | 16 | 7 | Great Pub Great Food | 458 | 4.7 | 45 | 7 | Craft Led | 9,131 | 5.3 | 51 |

| Social Grade | 10 Minute WT Catchment | | | 20 Minute WT Catchment | | | 20 Minute DT Catchment | | |
|--------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
| | Target Customers | % of Population | Index | Target Customers | % of Population | Index | Target Customers | % of Population | Index |
| AB | 285 | 4.9 | 55 | 593 | 6.0 | 68 | 15,545 | 9.0 | 101 |
| C1 | 515 | 8.8 | 72 | 1,073 | 10.9 | 89 | 19,678 | 11.3 | 92 |
| C2 | 494 | 8.5 | 103 | 877 | 8.9 | 108 | 15,257 | 8.8 | 106 |
| DE | 1,396 | 24.0 | 233 | 2,050 | 20.8 | 202 | 19,073 | 11.0 | 107 |

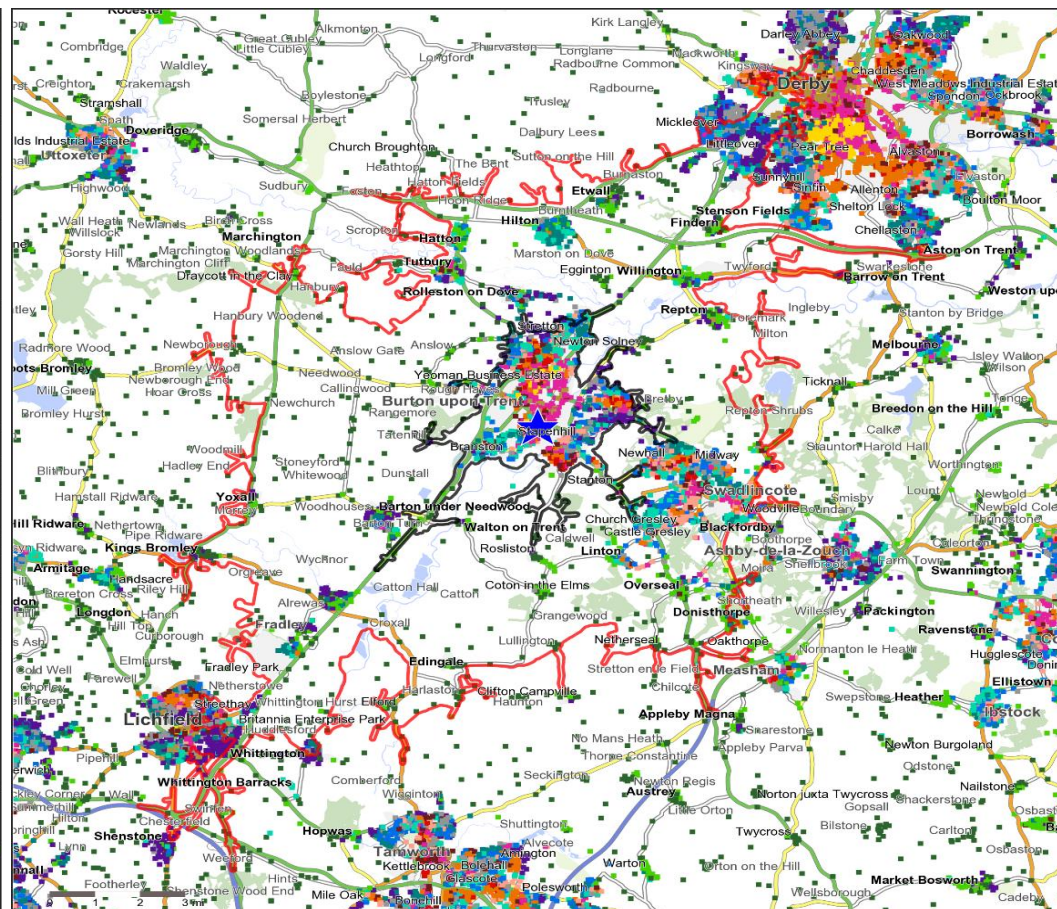
| Affluence (Bands) | 10 Minute WT Catchment | | | 20 Minute WT Catchment | | | 20 Minute DT Catchment | | |
|-------------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
| | Target Customers | % of Population | Index | Target Customers | % of Population | Index | Target Customers | % of Population | Index |
| Low (0-6) | 5,427 | 93.2 | 281 | 7,472 | 75.9 | 229 | 63,317 | 36.5 | 110 |
| Medium (7-13) | 1,052 | 18.1 | 55 | 2,367 | 24.1 | 73 | 64,150 | 36.9 | 111 |
| High (14-19) | 45 | 0.8 | 3 | 416 | 4.2 | 15 | 38,221 | 22.0 | 77 |

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

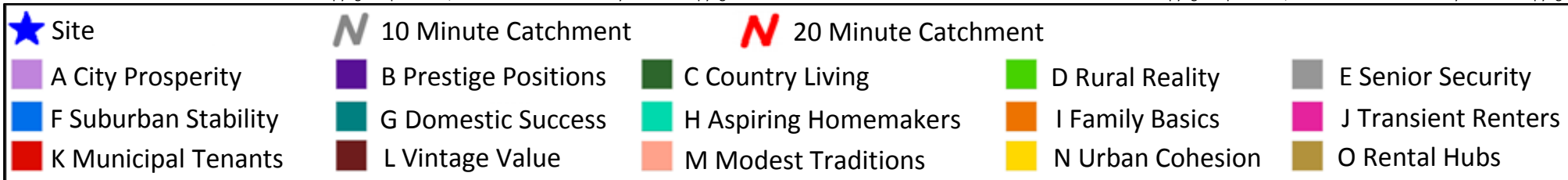
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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Adults 18+ by Mosaic Type in Each Catchment

| | | 10 Minute WT | 20 Minute WT | 10 Minute DT | 20 Minute DT |
|---------------------|-----------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Mosaic Type Profile | | Catchment Adults 18+ | Catchment Adults 18+ | Catchment Adults 18+ | Catchment Adults 18+ |
| A01 | World-Class Wealth | 0 | 0 | 0 | 0 |
| A02 | Uptown Elite | 0 | 0 | 0 | 0 |
| A03 | Penthouse Chic | 0 | 0 | 0 | 0 |
| A04 | Metro High-Flyers | 0 | 0 | 0 | 0 |
| B05 | Premium Fortunes | 0 | 0 | 12 | 230 |
| B06 | Diamond Days | 0 | 0 | 32 | 986 |
| B07 | Alpha Families | 0 | 0 | 277 | 3,927 |
| B08 | Bank of Mum and Dad | 0 | 9 | 793 | 3,141 |
| B09 | Empty-Nest Adventure | 0 | 23 | 2,048 | 5,870 |
| C10 | Wealthy Landowners | 0 | 0 | 298 | 4,844 |
| C11 | Rural Vogue | 0 | 0 | 150 | 1,544 |
| C12 | Scattered Homesteads | 0 | 0 | 4 | 423 |
| C13 | Village Retirement | 0 | 0 | 71 | 4,698 |
| D14 | Satellite Settlers | 0 | 0 | 192 | 9,183 |
| D15 | Local Focus | 0 | 0 | 0 | 3,577 |
| D16 | Outlying Seniors | 0 | 0 | 13 | 3,423 |
| D17 | Far-Flung Outposts | 0 | 0 | 0 | 0 |
| E18 | Legacy Elders | 0 | 0 | 182 | 1,147 |
| E19 | Bungalow Heaven | 0 | 4 | 1,736 | 6,331 |
| E20 | Classic Grandparents | 0 | 24 | 617 | 1,546 |
| E21 | Solo Retirees | 1 | 128 | 1,210 | 2,354 |
| F22 | Boomerang Boarders | 0 | 65 | 1,123 | 3,634 |
| F23 | Family Ties | 0 | 63 | 728 | 1,823 |
| F24 | Fledgling Free | 0 | 34 | 2,168 | 7,219 |
| F25 | Dependable Me | 6 | 265 | 2,066 | 4,793 |
| G26 | Cafés and Catchments | 0 | 0 | 0 | 379 |
| G27 | Thriving Independence | 0 | 21 | 501 | 1,688 |
| G28 | Modern Parents | 0 | 53 | 2,326 | 10,216 |
| G29 | Mid-Career Convention | 0 | 16 | 1,407 | 7,002 |
| H30 | Primary Ambitions | 98 | 196 | 1,185 | 2,738 |
| H31 | Affordable Fringe | 0 | 41 | 2,068 | 6,897 |
| H32 | First-Rung Futures | 0 | 198 | 2,343 | 4,868 |
| H33 | Contemporary Starts | 110 | 154 | 1,344 | 8,096 |
| H34 | New Foundations | 0 | 36 | 303 | 1,013 |
| H35 | Flying Solo | 10 | 206 | 320 | 1,056 |

| | | 10 Minute WT | 20 Minute WT | 10 Minute DT | 20 Minute DT |
|---------------------|------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Mosaic Type Profile | | Catchment Adults 18+ | Catchment Adults 18+ | Catchment Adults 18+ | Catchment Adults 18+ |
| I36 | Solid Economy | 0 | 0 | 221 | 986 |
| I37 | Budget Generations | 0 | 0 | 692 | 2,379 |
| I38 | Economical Families | 567 | 607 | 3,122 | 4,670 |
| I39 | Families on a Budget | 0 | 0 | 1,484 | 3,277 |
| J40 | Value Rentals | 0 | 40 | 1,102 | 2,827 |
| J41 | Youthful Endeavours | 0 | 20 | 655 | 1,621 |
| J42 | Midlife Renters | 6 | 308 | 1,763 | 2,897 |
| J43 | Renting Rooms | 3,361 | 4,457 | 8,612 | 9,278 |
| K44 | Inner City Stalwarts | 0 | 0 | 0 | 0 |
| K45 | City Diversity | 0 | 0 | 0 | 0 |
| K46 | High Rise Residents | 0 | 0 | 0 | 0 |
| K47 | Single Essentials | 10 | 56 | 912 | 1,273 |
| K48 | Mature Workers | 0 | 0 | 1,672 | 2,818 |
| L49 | Flatlet Seniors | 22 | 147 | 531 | 644 |
| L50 | Pocket Pensions | 71 | 238 | 969 | 3,034 |
| L51 | Retirement Communities | 0 | 164 | 228 | 825 |
| L52 | Estate Veterans | 10 | 11 | 384 | 1,377 |
| L53 | Seasoned Survivors | 127 | 247 | 1,614 | 2,191 |
| M54 | Down-to-Earth Owners | 13 | 62 | 578 | 2,187 |
| M55 | Back with the Folks | 78 | 161 | 1,087 | 2,763 |
| M56 | Self Supporters | 165 | 230 | 2,410 | 6,839 |
| N57 | Community Elders | 0 | 0 | 0 | 23 |
| N58 | Culture & Comfort | 0 | 0 | 0 | 0 |
| N59 | Large Family Living | 892 | 892 | 2,592 | 2,592 |
| N60 | Ageing Access | 0 | 0 | 0 | 160 |
| O61 | Career Builders | 0 | 0 | 0 | 446 |
| O62 | Central Pulse | 138 | 138 | 193 | 252 |
| O63 | Flexible Workforce | 0 | 0 | 0 | 148 |
| O64 | Bus-Route Renters | 136 | 529 | 1,076 | 2,090 |
| O65 | Learners & Earners | 0 | 0 | 0 | 1,088 |
| O66 | Student Scene | 0 | 0 | 0 | 0 |
| U99 | Unclassified | 0 | 0 | 9 | 325 |
| Total | | 5,821 | 9,843 | 57,423 | 173,656 |

Top 3 Mosaic Types in a 20 Minute Walktime

1. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

2. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

3. I38 Economical Families

Busy families with children, who own their low-cost homes and budget carefully



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

Top 3 Mosaic Types in a 20 Minute Drivetime

1. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

2. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

3. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



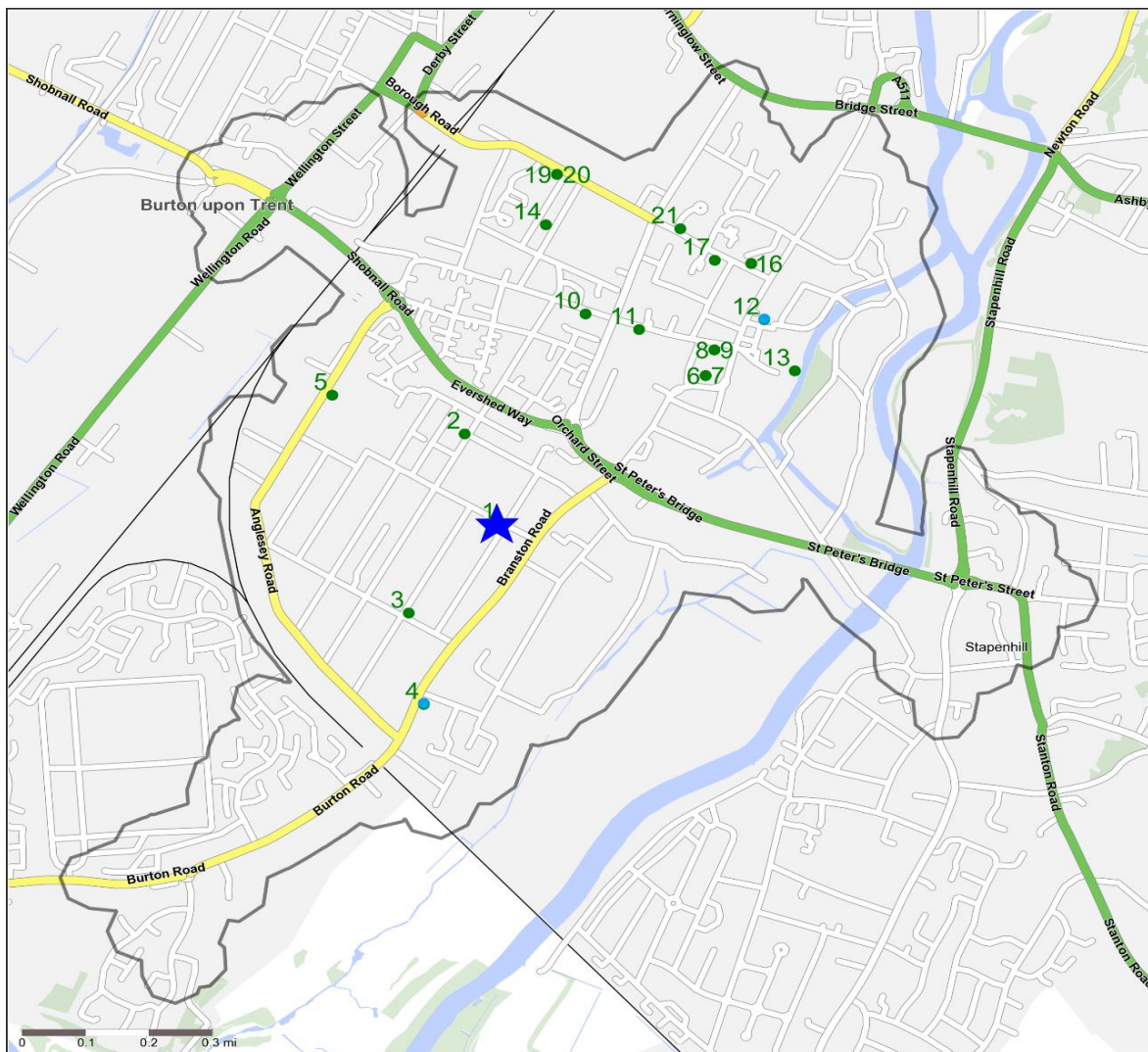
- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 5099

| Activity Group Structure | 20 Minute Walktime | | | | | | | | | | | |
|--------------------------------------|--------------------|-----------------|-------|------------------|-----------------|-------|------------------|-----------------|-------|--|--|--|
| | High | | | Medium | | | Low | | | | | |
| | Target Customers | % of Population | Index | Target Customers | % of Population | Index | Target Customers | % of Population | Index | | | |
| Female: Alone, Pair or Group | 2,414 | 24.5 | 81 | 4,497 | 45.7 | 279 | 2,930 | 29.8 | 57 | | | |
| Male: Alone | 7,391 | 75.1 | 252 | 186 | 1.9 | 12 | 2,264 | 23.0 | 43 | | | |
| Male: Group | 1,794 | 18.2 | 80 | 5,213 | 53.0 | 202 | 2,834 | 28.8 | 58 | | | |
| Male: Pair | 2,812 | 28.6 | 110 | 6,167 | 62.7 | 411 | 861 | 8.7 | 15 | | | |
| Mixed Sex: Group | 6,263 | 63.6 | 278 | 1,062 | 10.8 | 34 | 2,516 | 25.6 | 58 | | | |
| Mixed Sex: Pair | 1,407 | 14.3 | 61 | 5,835 | 59.3 | 182 | 2,599 | 26.4 | 62 | | | |
| With Children | 7,939 | 80.7 | 279 | 440 | 4.5 | 27 | 1,462 | 14.9 | 28 | | | |
| Unknown | 6,467 | 65.7 | 200 | 1,595 | 16.2 | 90 | 1,778 | 18.1 | 38 | | | |
| For Eating: | | | | | | | | | | | | |
| Upmarket | 2,469 | 25.1 | 82 | 5,597 | 56.9 | 273 | 1,775 | 18.0 | 38 | | | |
| Midmarket | 7,519 | 76.4 | 222 | 226 | 2.3 | 25 | 2,096 | 21.3 | 38 | | | |
| Downmarket | 2,045 | 20.8 | 93 | 1,650 | 16.8 | 48 | 6,145 | 62.4 | 150 | | | |
| For Drinking (monthly spend): | | | | | | | | | | | | |
| Nothing | 1,282 | 13.0 | 43 | 1,359 | 13.8 | 58 | 7,200 | 73.2 | 163 | | | |
| Low (less than £10) | 651 | 6.6 | 22 | 1,808 | 18.4 | 78 | 7,382 | 75.0 | 165 | | | |
| Medium (Between £10 and £40) | 789 | 8.0 | 26 | 1,232 | 12.5 | 70 | 7,820 | 79.5 | 158 | | | |
| High (Greater than £40) | 708 | 7.2 | 28 | 1,310 | 13.3 | 65 | 7,823 | 79.5 | 152 | | | |

| Activity Group Structure | 20 Minute Drivetime | | | | | | | | | |
|--------------------------------------|---------------------|-----------------|-------|------------------|-----------------|-------|------------------|-----------------|-------|--|
| | High | | | Medium | | | Low | | | |
| | Target Customers | % of Population | Index | Target Customers | % of Population | Index | Target Customers | % of Population | Index | |
| Female: Alone, Pair or Group | 48,829 | 28.1 | 93 | 36,675 | 21.1 | 129 | 87,826 | 50.6 | 97 | |
| Male: Alone | 50,657 | 29.2 | 98 | 26,729 | 15.4 | 99 | 95,944 | 55.2 | 104 | |
| Male: Group | 31,801 | 18.3 | 80 | 52,485 | 30.2 | 115 | 89,044 | 51.3 | 103 | |
| Male: Pair | 31,498 | 18.1 | 70 | 36,027 | 20.7 | 136 | 105,804 | 60.9 | 106 | |
| Mixed Sex: Group | 38,754 | 22.3 | 98 | 66,535 | 38.3 | 120 | 68,040 | 39.2 | 89 | |
| Mixed Sex: Pair | 54,912 | 31.6 | 135 | 53,199 | 30.6 | 94 | 65,219 | 37.6 | 88 | |
| With Children | 58,719 | 33.8 | 117 | 33,738 | 19.4 | 115 | 80,873 | 46.6 | 88 | |
| Unknown | 64,616 | 37.2 | 113 | 22,667 | 13.1 | 73 | 86,047 | 49.6 | 103 | |
| For Eating: | | | | | | | | | | |
| Upmarket | 46,685 | 26.9 | 88 | 40,419 | 23.3 | 112 | 86,226 | 49.7 | 105 | |
| Midmarket | 44,602 | 25.7 | 75 | 6,940 | 4.0 | 44 | 121,788 | 70.1 | 127 | |
| Downmarket | 46,645 | 26.9 | 121 | 71,702 | 41.3 | 118 | 54,983 | 31.7 | 76 | |
| For Drinking (monthly spend): | | | | | | | | | | |
| Nothing | 44,461 | 25.6 | 85 | 52,463 | 30.2 | 128 | 76,405 | 44.0 | 98 | |
| Low (less than £10) | 54,679 | 31.5 | 105 | 49,989 | 28.8 | 123 | 68,662 | 39.5 | 87 | |
| Medium (Between £10 and £40) | 51,127 | 29.4 | 96 | 30,652 | 17.7 | 99 | 91,550 | 52.7 | 105 | |
| High (Greater than £40) | 35,038 | 20.2 | 78 | 40,654 | 23.4 | 114 | 97,639 | 56.2 | 108 | |

Competitor Map



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★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

Top 20 Nearest Competitors

| Order | Outlet Name | Operator | Walktime From Site (Minutes) | Drivetime from Site (Minutes) |
|-------|---------------------------------|----------------------------|------------------------------|-------------------------------|
| 1 | Uxbridge Arms, DE14 3LR | Star Pubs & Bars | 0.0 | 0.1 |
| 2 | Oddfellows Arms, DE14 3JU | Admiral Taverns Ltd | 4.5 | 0.9 |
| 3 | Argyle Arms, DE14 3LS | New River Retail | 5.4 | 1.2 |
| 4 | Branston Arms, DE14 3DD | Star Pubs & Bars | 6.9 | 1.5 |
| 5 | Coopers Arms, DE14 3PF | Independent Free | 9.4 | 1.8 |
| 6 | Dog, DE14 3QZ | *Other Small Retail Groups | 9.4 | 1.9 |
| 7 | Leopard Inn, DE14 3QZ | Marston's | 9.4 | 1.9 |
| 8 | Anchor, DE14 3QN | Marston's | 10.3 | 2.3 |
| 9 | Bar Blush, DE14 3QN | Independent Free | 10.3 | 2.3 |
| 10 | Billys, DE14 3QY | Independent Free | 10.6 | 2.4 |
| 11 | Cafe Bar 15, DE14 3QW | Independent Free | 12.1 | 2.1 |
| 12 | Old Royal Oak, DE14 1HA | Star Pubs & Bars | 12.4 | 2.3 |
| 13 | Winery Restaurant, DE14 3RW | Independent Free | 12.7 | 2.5 |
| 14 | Coopers Tavern, DE14 1EG | Joule's Brewery | 13.0 | 3.2 |
| 15 | Allure, DE14 1AN | Independent Free | 13.9 | 3.6 |
| 16 | Goodridge, DE14 1AN | *Other Small Retail Groups | 13.9 | 3.6 |
| 17 | Locomotive Sports Bar, DE14 1AU | Independent Free | 14.8 | 2.9 |
| 18 | Devonshire Arms, DE14 1BT | Burton Bridge Brewery | 14.8 | 4.0 |
| 19 | Last Heretic, DE14 1BT | Independent Free | 14.8 | 4.0 |
| 20 | Roebuck, DE14 1BT | Admiral Taverns Ltd | 14.8 | 4.0 |